
Training on Enhancing Women's Role in Supporting Household Economy

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Abstract

Women's contribution to family income is increasingly necessary, especially during the current economic crisis. Women's limited access to market opportunities is shown by their low participation in formal businesses. Most women still work in the informal sector and in jobs that do not use sophisticated equipment and technology. This work usually does not provide adequate social and legal protection and welfare guarantees, in addition to unhealthy working conditions and of course low income levels. Azalea MSMEs are currently almost mostly women entrepreneurs, expected to support the household economy. Therefore, this PKM activity aims to provide training to be able to increase the role of women (community and Azalea MSMEs) in supporting the household economy, it is hoped that women can have financial independence.

Keywords: *Empowerment, Women, Independence, MSMEs.*

INTRODUCTION

The composition of the productive population is more female than male, 66.11 percent versus 65.36 percent. Although the numbers are balanced, the quality of life of women is still lower than that of men. The quantitative potential of Indonesian female human resources has unfortunately not been matched by qualitative potential in a balanced manner. In other words, although currently there are quite a number of Indonesian women who show that they are able to compete and contribute equally in various fields of development, ranging from science, technology, politics, economics, social, and even defense and security, there are still more Indonesian women who have not been able to show their potential and identity optimally, because they are still confined by structural, cultural, and natural limitations/poverty.

The low quality of life of women will affect Indonesia's overall Human Development Index, especially in strategic areas such as education, health and the economy, which will ultimately have a negative impact on the nation-building process we are undertaking. In the field of micro-enterprise, the contribution of the women community is very meaningful to the development of the national economy. More than 30 million micro, small and medium entrepreneurs, 60 percent of whom are women. However, the current condition of women micro and small entrepreneurs is still not encouraging. The biggest obstacles faced by women micro, small and medium entrepreneurs are generally in the aspects of marketing, capital, human resources and technology as well as the low control of women over production assets. In addition, the indispensable need for women micro and small entrepreneurs is in the form of assistance by institutions that are close to entrepreneurs (women) in providing business development services that are fast, easy and quickly perceived results.

The proportion of female labor in the informal sector apparently covers 70% of the total female workforce. The large number of women working in the informal sector raises two indications. First, there are still many limitations on women's access to the formal sector, even

though gender equality policies have long been implemented. Secondly, women themselves prefer to enter the informal sector, considering (beyond economic considerations) the ease, freedom, and flexibility of working in the informal sector that they cannot obtain when working in the formal sector. This is a consideration considering that they have domestic duties that must be carried out as a wife and or mother.

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RESEARCH METHODS

The implementation of PKM at Azalea MSMEs has a flow of implementation methods. There are three main activities to hold, which are market information and technology access, capital access, and increasing women's resources. The following is a further description of the flow of activity implementation.

Table 1
Implementation Method

No	Training Activities / Counseling	Activities	Targets
1.	Access to market information and technology	Examine and analyze the essence and role directly and indirectly related to the capacity of market information accessibility in increasing access to networks of Azalea MSME actors.	<ol style="list-style-type: none"> 1. Capable on creating Value Proposition to improve the sales. 2. Capable to target specific market segments. 3. Capable on recognize variety of distribution channels to expand the market. 4. Capable to manage customer relationships well. 5. Understanding the marketing management by knowing 4P (Product, Price, Place, Promotion). 6. Able to optimize the function of Digital Marketing.

No	Training Activities / Counseling	Activities	Targets
2.	Capital Access	How to find access to capital through financial and non-financial institutions	1. Knowing variety of Business Income Sources as a Business Model 2. Capable on reaching information in order to qualify for access to capital from banks
3.	Increasing women's resources	How to increase knowledge of business opportunities and develop existing businesses	Capable on designing a new business or start a business

RESULTS AND DISCUSSION

The implementation of PkM can be said to be successful if the implementation of PkM has achieved the objectives to be achieved. This refers to the participants who can benefit from the implementation of activities, such as the participants' understanding of the material presented and the ability to apply the results of the training in the future. Similarly, with PkM at Azalea MSMEs, the implementation of PkM has the results of various achievements.

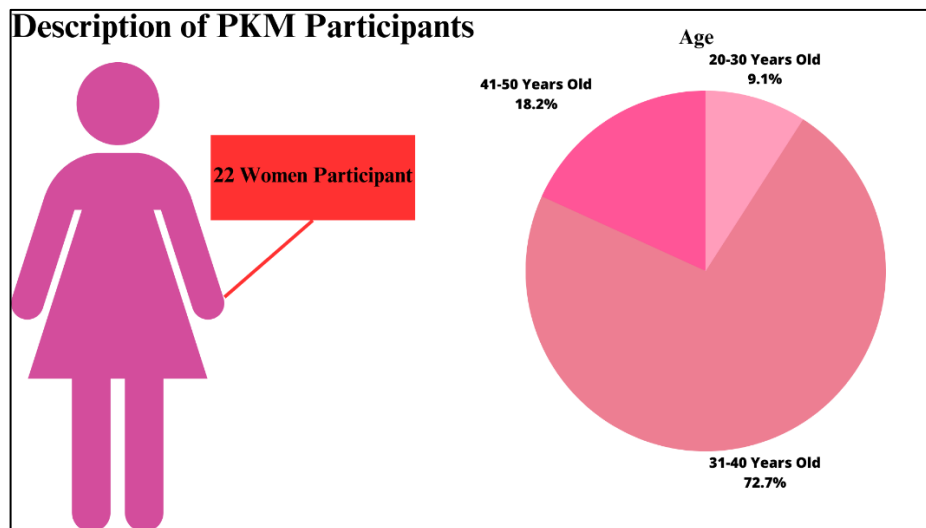


Figure 1 Description of PKM Participants
Source : Observant data

The total number of participants was 22 women in the age range of 20-50 years. The occupations of the participants also consisted of various types of professions such as neighborhood mothers, private employees, civil servants, and entrepreneurs. The last level of education of the participants also varied, consisting of high school graduates, diplomas, and undergraduate degrees. Some of the participants already have their own businesses, as many

as 10 people. The remaining 12 people do not have their own businesses. Tables and charts or captions are arranged in the form of a phrase (not a sentence) succinctly.

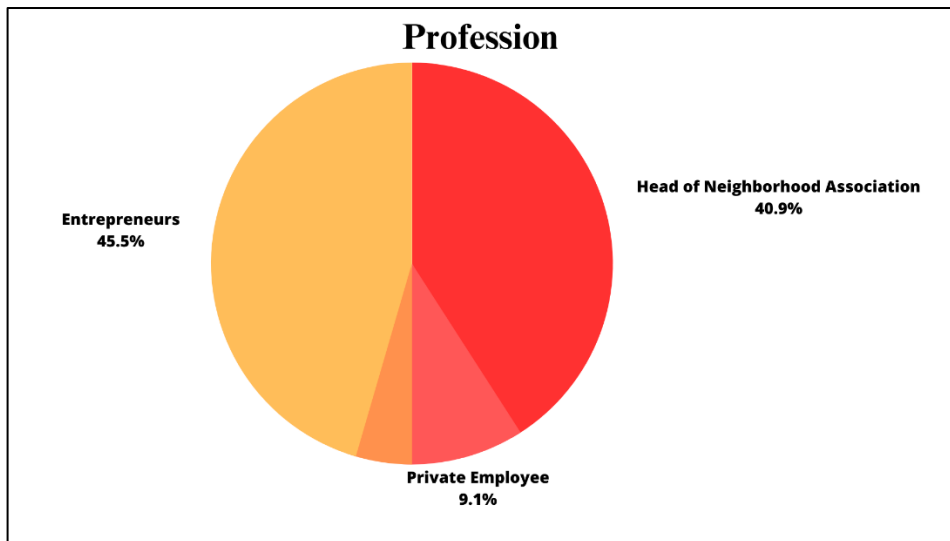


Figure 2 : Profession
Source : Observant data

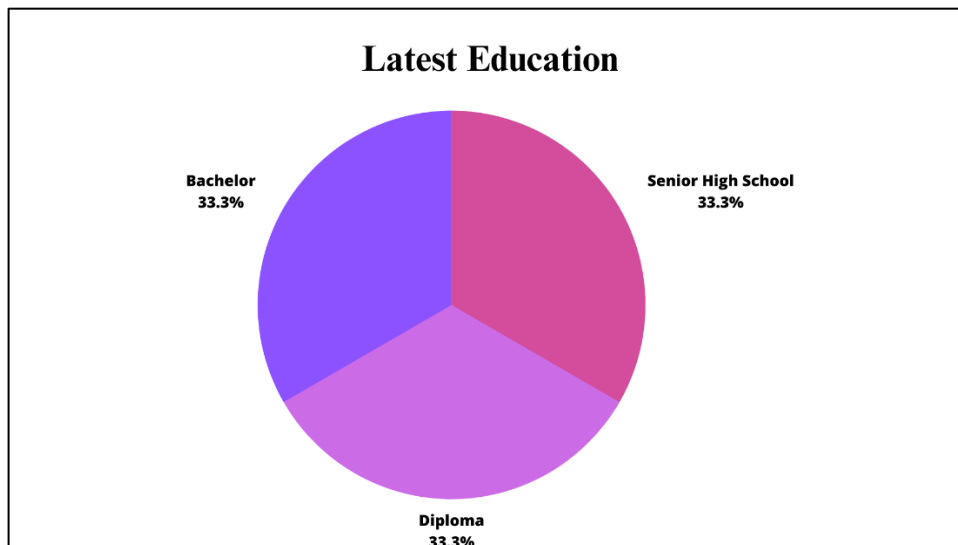


Figure 3 : Latest Education
Source : Observant data

The participants were given the opportunity to assess the implementation of PkM Azalea through filling out a google form. The things that were assessed consisted of training materials, facilitators, facilities, and training atmosphere. The assessment used a score range of 1.00-5.00. A score of 1.00 - 1.80 means very bad, a score of 1.81 - 2.60 means bad, a score of 2.61 - 3.40 means fair, a score of 3.41 - 4.20 means good, and a score of 4.21 - 5.00 is very good. The following is the achievement of the implementation of PkM UMKM Azalea through the assessment of the participants. Do not repeat writing numbers that have been listed in the table in the text of the discussion. If it will emphasize the results obtained should serve in other

forms, such as percentage or difference. To show the number in question, just refer to the table that contains the number.

Table 2
Activity Assessment by Participants

No	Activity Assessment	Perception of Respondent's Answer					Number of Participants	Total Score	Average Score	Respondent's Assessment
		1	2	3	4	5				
A	Training Materials									
1	Clear & Easy to be followed	0	0	1	3	18	22	105	4,77	Very Good
2	Relevant to the objectivity of the training	0	0	2	3	17	22	103	4,68	Very Good
3	Adding new knowledge	0	0	0	0	22	22	110	5,00	Very Good
4	Facilitate business development	0	0	0	2	20	22	108	4,91	Very Good
B	Facilitators									
1	Mastering the training	0	0	2	5	15	22	101	4,59	Very Good
2	Way to communicate	0	0	0	4	18	22	106	4,82	Very Good
3	Clarity in delivery	0	0	1	1	20	22	107	4,86	Very Good
4	Ability to answer questions	0	0	1	7	14	22	101	4,59	Very Good
5	Performance	0	0	0	2	20	22	108	4,91	Very Good
C	Fasilitas & Suasana Pelatihan									
1	Infocus clearly displays training materials	0	1	3	3	15	22	96	4,36	Very Good
2	Comfort of the training room	0	2	4	2	14	22	90	4,09	Good
3	Clear sound system	0	2	0	8	12	22	92	4,18	Good
4	The material in the form of power points is interesting and easy to understand	0	1	2	5	14	22	96	4,36	Very Good
General Conclusion Of Training								1323	4,63	Very Good

Source : Observant Data

Based on the survey results in the table above, it can be seen that overall the participants assessed the implementation of training in PkM activities with a score of 4.63 which means very good. This indicates that the participants are very enthusiastic and can receive benefits from the implementation of PkM.

The implementation of PkM at Azalea UMKM is inseparable from the evaluation. Evaluation is carried out to reassess how the implementation of activities takes place. The implementation of PkM activities at Azalea MSMEs also has the same goal, namely to see how far the implementation of this PkM can provide results and benefits for the participants, as well as to see how the overall implementation of PkM has run.

Based on the assessment of the PkM participants, the overall training activities have been carried out very well. The participants received benefits from the PkM materials that had been provided. The participants were also satisfied with the assistance of the facilitators as well as the availability of facilities and the comfort of the room used during the implementation of the activities.

Another thing that needs to be considered is ensuring the number of participants who will participate in the training. It is necessary to collect data on who will participate in the training activities. A collection of similar research may be referred to in groups.

The implementation of the Training to Improve the Role of Women in supporting the Household Economy has various supporting factors and inhibiting factors during its implementation. There are some supporting factors, and also inhibiting factors. The supporting factors including participants were very enthusiastic about the implementation of this training so that the activities ran smoothly and the activity was carried out at Azalea UMKM so that the participants could see firsthand the implementation of UMKM-based activities. While the inhibiting factors is the list of participants of the new activity was obtained after the participants registered via google form.

The implementation of this PkM produces outputs which are concrete evidence of the implementation of various activities. The following is a description of the outputs that have been produced.

Table 3
Produced Outputs

No	Output Category	Output Types	Descriptions
1	Intellectual Property Rights	Copyright	Poster for the Implementation of Counseling on Improving the Role of Women in the Household Economy
2	Journal Publication	Unaccredited National Journal	Training on Enhancing Women's Role in Supporting the Household Economy

Source : Observant data

CONCLUSION

Women's contribution to family income is increasingly necessary, especially during the current economic crisis. Women's limited access to market opportunities is indicated by the low participation of women in formal businesses. The training "Increasing the Role of Women in Supporting the Household Economy" was carried out to increase encourage the participation of women to play a role in supporting the household economy through training support to increase financial independence through MSME activities.

PkM activities carried out at Azalea MSMEs were attended by 22 female participants consisting of various types of professions, education levels, and ages. The results of the implementation of this activity can be said to be very good, seeing from the enthusiastic response of the participants to the training.

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