

Fostering The Entrepreneurship for The Group of Housewives in Klambir Lima Kebun Village

Mesra B¹, Sri Wahyuni², Dewi Nurmasari Pane³

Universitas Pembangunan Panca Budi^{1,2,3}

Jl. Jend Gatot Subroto KM 4.5 Sei Sikambing, Indonesia

Correspondence Email: sriwahyuni@dosen.pancabudi.ac.id

ORCID ID: <https://orcid.org/0000-0003-0677-0383>

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ABSTRACT

Community service aimed to help in solving problems faced by groups of housewives, namely by providing entrepreneurial training that they would use later in the business. The form of training was given in the form of training in strengthening the entrepreneurial spirit first and continued with entrepreneurship training by demonstrating the processing of local commodities, namely pumpkin into wajik, dodol, and chips. The service activities carried out on the group of housewives showed that housewives already had skills in producing products made from pumpkins. The products consisted of wajik, dodol, and chips. It was hoped that the presence of these products would increase their income in the welfare of the family. Thanks to the Ministry of Research, Technology and Higher Education of the Republic of Indonesia for providing financial support through the 2019 budget year service program, the University of Pembangunan Panca Budi, the Group of Housewives in Klambir Lima Kebun Village as well as those involved in this community service activity.

Keywords: Community, Entrepreneurship, Housewife Group

JEL Classification: L20, L26, L29

INTRODUCTION

Klambir Lima Kebun Village is located in Hamparan Perak District, Deli Serdang Regency, North Sumatra Province. The total area of Klambir Lima Kebun Village is 2,558 Ha, consisting of 21 hamlets, with a population of 16,355 people, and consisting of 2,895 families. This village is one of the fostered villages of the University of Pembangunan Panca Budi.

In improving the household economy, housewives in the village are trying to help husbands to earn extra living. One of them is entrepreneurship (Chen et al., 2017; Lies et al., 2016; Sari, 2015). Such as by opening a business with the sale of food or goods through online, opening food stalls, opening grocery stores, and others. Opening a business usually starts from a hobby. For example, if a person has a hobby of cooking, then he can open a sales business related to food. Just like the housewives in this village do.

Community service is an implementation of previous research so that the object of this community service was still housewives with unproductive economic conditions, and most of these housewives are in the middle to the low-income family economy. Housewives also help the family economy by entrepreneurship. It is the recognition of new products, determining new ways of production, preparing operations for the procurement of new products, marketing them, and managing their operating capital.(Yusup et al., 2019). Making an additional living for a housewife is not difficult such as by opening a business that is interested in selling food or goods through online, opening food stalls, opening grocery stores, and others.(Lies et al., 2016). With her mindset, housewives do not to enrich themselves, but rather pleasure and personal interests such as wanting to help the family economy (Sari, 2015).

The empowerment of housewives was by processing raw materials in the village in the form of pumpkin which had been processed into products such as wajik, dodol, and chips. Efforts to foster and develop the potential in the village were training on making processed foods made from pumpkin raw. Yellow pumpkin was a commodity that had been cultivated in this village so far, so it was very beneficial if its use was maximized. Production tools used in the manufacturing process were not various and complicated. This alternative was chosen because housewives in this region needed knowledge and skills that could be used as provisions to start their businesses, in addition, they had never received this training previously.

This guidance was expected to complement the knowledge and skills of housewives in various aspects of family life, which could be used to show their existence, help meet the needs of their families, save family finances, and could be used as provisions to open businesses that could increase family income. After making observations on the group of housewives in this case as partners, the team concluded the problems faced by partners namely:

1. Knowledge of housewives about the characteristics of the business to be undertaken was still limited.
2. The skills of housewives in producing a product that had competitiveness were still limited.

From the problems faced by the group of housewives above, they needed continuous and integrated guidance starting from building an entrepreneurial spirit to technical guidance in producing quality products that were in demand.

LITERATURE REVIEW

Entrepreneurships

Motivation is the willingness to do something (Hermanto, 2008). Motivation as one of the things that support someone and foster courage in having an entrepreneurial interest. This motivation can arise from 2 (two) factors, namely intrinsic and extrinsic factors that a person has. This intrinsic motivation can be family encouragement, intelligence, personality, attitude, and ideals. While extrinsic factors can be in the form of influence from friends, relatives, or relatives who have been successful in entrepreneurship (Dewanti, 2008; Suryana, 2013).

Entrepreneurship is the result of a disciplined and systematic process in applying creativity and innovation to the needs and opportunities in the market. Creativity is the ability to develop new ideas and to find new ways of looking at problems and opportunities. While innovation is the ability to apply creative solutions to problems and opportunities to improve or to enrich people's lives (Huq, 2012; Kartib, 2011; Kristanto, 2009; Rhenald Kasali, 2010; Winardi, 2005).

Partners Problem Solutions

1. Providing counseling to housewives about the characteristics of the business to be undertaken
The characteristics of the business included:
 - a. Had to have a strong willingness and intention
 - b. Made targets and plans
 - c. Had a business idea
 - d. Measured the risks that will arise
 - e. Studied other people's business stories
 - f. Grew a sense of optimism
 - g. Focused
 - h. Took entrepreneurship classes
 - i. Grew courage
 - j. Practiced sensitivity to business opportunities
2. Providing entrepreneurial training in the culinary field, such as demonstrations on how to make pastries made from pumpkin.
Processing pumpkins became a variety of processed pastries that were durable so that they could be sold to other regions which took days and even months to deliver. So, no wonder those pastries as a culinary business became a choice. The types of pastries that could be used as a business for housewives' groups were: pumpkin wajik, pumpkin dodol, and pumpkin chips. Participants practiced this activity directly so that participants understood and were more skilled

RESEARCH METHOD

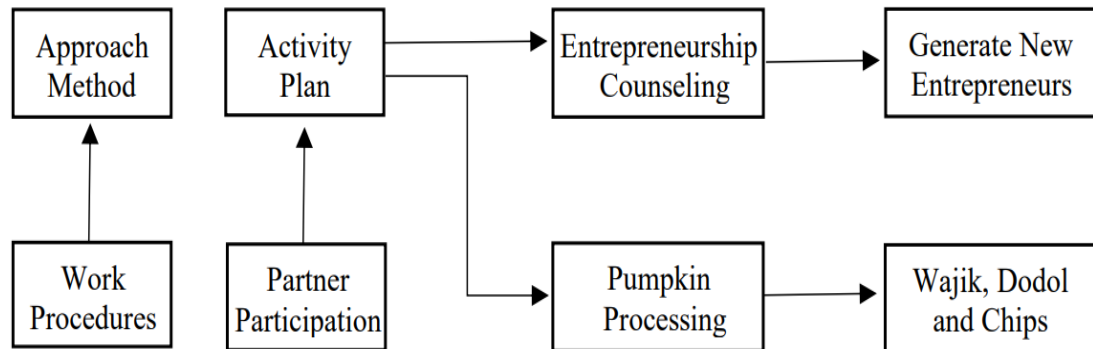
This devotional activity is carried out through direct training to the community, consisting of team building, formulating goals, analyzing needs, determining problem solution priorities, implementing, mentoring, and reviewing and evaluating (I. W. (Jack) Vincent, 2009). The implementation of this activity program spent 6 (six) months starting from April to September 2019, the details of activities each month were as follows:

1. Approaching housewives by providing an understanding of the community service plan.
2. Providing counseling to housewives about the characteristics of the business to be undertaken.

3. Providing skills training to housewives in producing products to be produced, such as demonstrations on making wajik, dodol, and chips made from pumpkin.
4. Fostering with counseling and training activities that had been carried out.
5. Evaluating the activities carried out.

Approach Method Offered

Figure 1. Approach Method Offered



RESULTS

Findings and Discussion

Table 1. Impact Table Before and After Activity

No.	Related Parties	Impact Before the Products Existed	The Impact After the Products Existed
1.	Housewife Group	This group of housewives did not have additional income. They only relied on work as washing laborers as a source of income.	In addition to income as a washing laborer, housewives also had a higher side income.
2.	Service Team	There was no place to implement the knowledge gained so far.	There was a place in applying the theory that had been studied so far and applying it to the community.

DISCUSSION

Table 1 above shows that with this devotional activity the group of housewives who are targeted experience changes in income. At first their source of income only came from wages as washing workers but with this activity the group of housewives gained new skills in the form of some processed products made from pumpkins processed into several types of food, such as diamonds, dodol, and crackers. Likewise, the devotional team has a place in devoting its knowledge obtained by providing skills in processing pumpkins into several products to the group of housewives.

The choice to create a business field is sometimes considered an unsafe career choice due to working conditions characterized by uncertainty, obstacles, irregularities, and stress associated with business initiation (Segal et al., 2005). However, it is explained that a person's desire to obtain a better social identity is one of the main factors that influence the formation of entrepreneurial (Yadav & Unni, 2016). Presumably, this is what

happened to this group of housewives who became partners of this devotion. Forced conditions eventually make those who were initially unable to try to master the manufactured products until finally able to produce merchandise that can be sold to increase family income.

CONCLUSION

The conclusion of this Community Service activity was the training "Entrepreneurship Development for Housewives Groups in Klambir Lima Kebun Village" could increase the knowledge and skills of housewives in making products made from pumpkins into wajik, dodol, and chips made from pumpkins. Conclusions and suggestions from the community service activities entitled "Entrepreneurship Development for Housewives Groups in Klambir Lima Kebun Village" were: the housewife group had a new business as a side business, namely manufacturing of products made from pumpkin consisting of wajik, dodol, and chips and was expected to be entrepreneurs who could increase their income

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DECLARATION OF CONFLICTING INTERESTS

The author declares that there is no conflict of interest.

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Appendix 1. Documentation of Activities

Pumpkin Wajik Production Process



Pumpkin Dodol Production Process



Pumpkin Chips Production Process

