

ACCOMPANYING THE COMMUNITY DEALING WITH PROBLEMS AS EFFECTS OF THE COVID-19 PANDEMIC: STRENGTHENING ENTREPRENEURIAL SPIRIT AND ACCOMPANYING THE COMMUNITY WITH PARENTING IN STUDY FROM HOME (SFH) SITUATION

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ABSTRACT

The content of this article is about a report of our community development program in accompanying the community who lives around the Rasamala RPTRA at Kelurahan Menteng Dalam, Kecamatan Tebet, with problem solutions they were dealing as effects of the Covid-19 pandemic. As people all over the country – even all over the world, the community living around the Rasamala RPTRA experienced impacts brought by the COVID-19 pandemic economy. Aside of economic problems, families has also been facing problems dealing with study from home (SFH) situation. Not only are parents facing problems caused by difficulties to accompany their children with online learning, they are also facing their children being cranky and bored because of staying at home for too long time as well. Thus, parents need to have extra patience and extra ability to deal with their childrens' cranky behaviour. Aiming to provide assistance to the community living around the Rasamala RPTRA in dealing the above mentioned problems, the purpose our program was to strengthen the community's entrepreneurial spirit, and accompany the community with parenting problem solving as well. It was delivered in a way of webinar using zoom meeting delivering two main topics: entrepreneurship and parenting, in a sequence that the issue of parenting was delivered first as requested by the team's partner. This webinar (zoom meeting) was attended by around 20 participants from the community, our partner, and our team ourselves. Discussion went primarily on sharing experience online selling, which was responded eagerly by participants who were doing business already, and some who are interested in starting a new business. It can be concluded that participants still need accompaniment in strengthening their entrepreneurial spirit and skills in order to solve economic problems, while they also still need consulting on parenting as well.

Keywords: entrepreneurship, entrepreneurial spirit, on line selling, parenting, study from home

1. BACKGROUND

RPTRA (Ruang Publik Terpadu Ramah Anak) is a public space concept which is child-friendly, providing place for the community to organize activities in terms of welfare empowerment. At a RPTRA, housewives and part time mothers can gather, socialize, share information and knowledge, while their children can play in a healthy outdoor environment. Rasamala RPTRA at Kelurahan Menteng Dalam, Kecamatan Tebet, is one of those RPTRAs which has also been a place to conduct community development activities for the community living around the RPTRA. As a service to the community around the institution, the Faculty of Communication Studies, Sahid University, has several time worked together this RPTRA holding community development activities for the community living around the RPTRA.

As we all experienced, the COVID-19 pandemic has aroused problems in many aspects of human life, throughout the world, including the city of Jakarta. Not only has it caused severe sickness and even high death rate, but national policies in efforts to prevent the spread of the disease by restricting mobilization of people and activities producing crowds, called PSBB (Pembatasan Sosial Berskala Besar) have caused major impacts on the economy, and social life as well. Restrictions on many economic and social activities has caused drop in family as well as local, regional, national income. This drastic drop in family income brought up need for substitute ways of earning a living, so that members of the family

- not exceptionally housewives – are trying to gain some substitute and / or additional income. Many of these housewives and those who were affected by the drop of economic situation then were trying to start doing business, even though at a very small scale. This entrepreneurial spirit among the community has actually been emerged before the pandemic, and has now increased so that taking up entrepreneurial knowledge and skills are absolutely needed. Therefore, our team was to encourage the community to keep on strengthening their entrepreneurial spirit and skills as a solution to their economic problem and to better their standards of living.

Parents of school aged children have additional social problems affected by the pandemic situation. Not only do they face problems because of online learning, but the full day presence of these children at home has caused another problem for their parents – mostly mothers. Parents were dealing with children who were feeling bored having all their activities at home and prohibited to mingle and play with their friends physically. Even activities at RPTRAs has been restricted, so that younger children lost their healthy play ground area, which then became parenting problem as well. Therefore, our team aim was also to accompany the community living around the Rasamala RPTRA dealing with these problems by having discussion on parenting

1. METHOD

The community service program “Accompanying the Community Living around the Rasamala RPTRA

Dealing with Problems as Effects of the COVID-19 Pandemic” consisted of two main topics, which were about

- 1) ENTREPRENEURSHIP with specific topic about “Strengthening Entrepreneurial Spirit to the Community living around Rasamala RPTRA” and
- 2) PARENTING with specific topic about “Accompanying the Community living around the Rasamala RPTRA with Parenting in Situation Caused by Study From Home (SFH).

In avoidance to the high risk of the COVID-19 spreading, materials and counseling for both topics were delivered to participants virtually, using zoom meetings. Since the issue of parenting was requested first by the RPTRA, and was a light issue, it was delivered at the first session, then followed by the issue of entrepreneurship at the second session.

PARENTING SESSION

As mentioned above, the specific topic of the parenting session was “Accompanying the Community living around the Rasamala RPTRA with Parenting in Situation Caused by Study From Home (SFH)”. This session was to provide parents – especially mothers – tips about how to create a more exciting atmosphere at home, so that children and the rest of the family don’t feel bored being too much time at home.

ENTREPRENEURSHIP SESSION

The entrepreneurship session’s specific topic was “ Strengthening Entrepreneurial Spirit to the Community living around Rasamala RPTRA”

This session was to evoke and strengthen entrepreneurial spirit of the community living around the Rasamala RPTRA. It was to provide a short introduction about entrepreneurship and being an entrepreneur, in order to encourage the community to maintain and / or improve their existing or start a new business, as one solution to the economic problems they were facing as affects of the COVID-19 pandemic.

3. RESULTS AND DISCUSSION

The webinar on Entrepreneurship and Parenting with the main topic “ Accompanying the Community Living around the Rasamala RPTRA Dealing with Problems as Effects of the COVID-19 Pandemic” was held on February 28, 2021. It was attended by 24 participants including administrators of the Rasamala RPTRA, excluding 6 person from our team. Below is a screen shot of attendants of the webinar at the end of activity (some participants have already left the zoom meeting)

Materials of The Webinar

Materials delivered were divided into 2 main sessions: parenting and entrepreneurship, and each session provided a discussion sub-session where participants could asking questions or sharing experience.



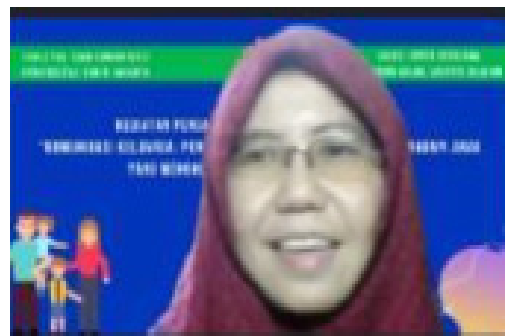
Details are as follows:

1. Parenting Session

As mentioned above, this session was aimed to “Accompany the Community living around the Rasamala RPTRA with Parenting in Situation Caused by Study From Home (SFH)”

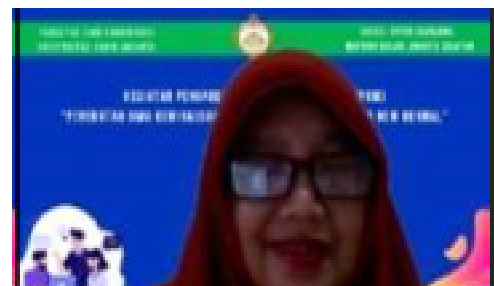
This session’s material was divided into two specific topics as follows:

- a. Title: *Komunikasi Keluarga*, ‘Family Communication’
Speaker: Merry Safarwati



Materials delivered:

- Tips for Family Communication during the COVID-19 Pandemic Era
- b. Title: *Pendampingan Anak dalam Pembelajaran Di Rumah*, ‘Accompanying Children in the Study from Home Situation’
Speaker: Herta Armianti Soemardjo



Materials delivered:

- Changing Learning and Playing Situations Due to the Covid-19 Pandemic
- Parents’ Role
- Adjustments to the Changing Situation
- Guiding Tips to Accompany Children with their Study from Home Situation

2. Entrepreneurship Session

As also mentioned above, this session was aimed to “Strengthen Entrepreneurial Spirit to the Community living around Rasamala RPTRA”

Title: *Penguatan Jiwa Kewirausahaan di Masa Pandemi & Era New Normal,*

Entrepreneurial Spirit Enforcement in the Pandemic and New Normal Era

Speaker: Chendi Liana



Materials delivered:

- Definition of Entrepreneurship and Entrepreneur
- Important Elements of Entrepreneurship
- Advantages & Disadvantages Being an Entrepreneur
- Steps to Start A Business
- Visuals showing examples of successful home industry business

Discussions

Discussions were mainly on entrepreneurship, showing eagerness from the participants to maintain or even develop existing business they have or to start a new one.

Souvenirs

In order to encourage eagerness of the participants, all participants were given souvenirs which were sent to the RPTRA which then distributed them to the participants around a week after the webinar. This souvenir was also to address the message of being still aware of the COVID-19 pandemic, as well as care for the environment. It was a goody bag with a mask, soap, and reusable shopping bag. As mentioned before, the purpose of giving out such souvenirs was to pass the message of keeping health protocol and acting environmental friendly. Below is a picture of a sample of a goody bag



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CONCLUSION

A general conclusion could be drawn that the Rasamala RPTRA is a useful institution through which activities to accompany the community – especially housewives or part time working mothers - facing various daily problems, such as social, educational, parenting, as well as economic problems can be materialized.

Then, specifically, the conclusions of the Community Service Program “Accompanying the Community Living around the Rasamala RPTRA Dealing with Problems as Effects of the COVID-19 Pandemic” are as follows:

1. Participants of the webinar are enthusiastic to contribute to the household finance, so accompaniment to enforce their entrepreneurial spirit was fruitful and should be organized simultaneously.
2. Parenting consultation are always a request by the community, as parents – especially mothers – are facing problems because of the restriction on playing and social activities for their children, while they have been facing impacts of the rapid development of the communication technology since several years ago
3. Simultaneous consulting about entrepreneurial skills and practical knowledge sharing successful home industry experiences encourages the participants to start or continue home based economic activities, including to try on line selling – thus, strengthen their entrepreneurial spirit
4. RPTRA as a place providing healthy play ground for children has also shown to serve as a useful medium through which discussion about parenting problems could take place.

ACKNOWLEDGMENT

The community service program “ Accompanying the Community Living around the Rasamala RPTRA Dealing with Problems as Effects of the COVID-19 Pandemic” was a program which could carried out well only through contribution and efforts of many parties. We would like to address our gratitude to Sahid University who provided us with the funding of this project. We also would like to thank our partner, the Rasamala RPTRA, and the Kelurahan Menteng Dalam, for providing us fruitful suggestion on the community’s situation, needs and wants, statistical and other relevant data about the community, and coordinating the gathering of the participants from the community. Our thanks are also addressed to all participants of this program.

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