

COMMUNITY EMPOWERMENT WITH ENTREPRENEURSHIP ACTIVITIES THROUGH THE ESTABLISHMENT OF SEMBAKO BUSINESS

Farida FARIDA^{1*}, Dewi ANGGRAIN², and Shanti PUJILESTARI³

¹PS Management of Sahid University, Indonesia

²PS Accountancy of Sahid University, Indonesia

³PS Food Tekhnology of Sahid University, Indonesia

*farida@usahid.ac.id

ABSTRACT

Today's development refers to community-based development. That is, the community as the subject of development or community empowerment, namely community development that focuses on community participation. Community contribution in development can be done through entrepreneurship. Family Welfare Empowerment (PKK) is a community organization that empowers women to participate in development in their environment. Through this organization, it is hoped that their participation in the development of Depok City. The PKK group Rt.004/02, Depok Jaya Village, Pancoran Mas Subdistrict, Depok City - West Java as activity partners are still active in carrying out PKK activities in their environment. Identification of partner problems, namely the lack of business knowledge and the type of business that is in accordance with the situation and environment so that the existing funds are beneficial for all members. Thus, it is necessary to carry out outreach activities with the aim of increasing knowledge and understanding of community empowerment and entrepreneurship as well as being able to carry out entrepreneurial activities. With counseling and participatory methods as well as discussions, it is hoped that we can find a common solution. The results of the activity showed good criteria, namely the presence of some of the members even though they were still in a COVID-19 pandemic situation. The results of the counseling, members can increase their knowledge and understanding by an average of 31.25 percent. The discussion also went smoothly and well because the socialization participants were actively asking questions. Discussion agreement, utilizing funds by running basic food business activities to meet the needs of all members. The payment is made every month when the community gathering is done. The next meeting discussed a business implementation plan that resulted in an agreement on management, workflow, business mechanism (capital, profit margin, ordering, payment), and what types of basic necessities could be provided.

Keywords: Empowerment, PKK, Counseling, Entrepreneurship, Sembako Business

1. BACKGROUND

Development is a complex problem because it requires planning, organizing, implementing, and evaluating. Today's development refers to community-based development, which means that society is a subject, not an object of development. In other words, development through community empowerment, namely the process of developing, becoming independent, self-supporting, strengthening the bargaining position of the lower classes of society against oppressive forces in all fields and sectors of life (Sutoro Eko: Cholisin, 2011). Society as the subject of development or community empowerment means that community development focuses on community participation. With this participation, it is hoped that the formation of independent activities carried out by the community. The relationship between the community and stakeholders such as the government and the private sector is needed to support the community's independent business. The purpose of community independent efforts is to improve the standard of living of the community, which means that it leads to prosperity in the social and economic fields.

The rapid development of Depok City cannot be separated from the role of the community in it. The development of the city of Depok in terms of government and regional expansion cannot be separated from the demands of the community so that Depok becomes an independent area so that it can provide maximum service to its people. This development is accompanied by social

and economic development of the people of Depok City. In order to achieve effective development, initiatives from the community are needed as well as technical services for the people of the city of Depok. The participation of the people of the city of Depok is expected to have a better contribution to the development of the city of Depok. Community contribution in this development can be done in various ways, one of which is through entrepreneurial activities. In order to understand, grow, create, and carry out these entrepreneurial activities, it is deemed necessary to provide counseling on "Community Empowerment with Entrepreneurial Activities through the Establishment of Basic Food Businesses" in Depok Jaya Village, Pancoran Mas District, Depok City - West Java.

Entrepreneurial Activities

Entrepreneurship is a form of community capability and independence which is the result of community empowerment in accordance with Permendagri RI No.7 of 2007 concerning Community Empowerment Cadre which states that community empowerment is a strategy used in community development as an effort to realize ability and independence in the life of society, nation, and state.

Entrepreneurship is the ability and character/value to dare to try or do something (looking for new opportunities/businesses). The definition of Entrepreneurship according to the Instruction of the President of the Republic of Indonesia (INPRES) No. 4 of 1995 concerning the National Movement to Socialize and Cultivate Entrepreneurship

is the spirit, attitude, behavior and ability of a person in handling businesses and/or activities that lead to efforts to create, implement new ways of working, technology and products by increasing efficiency in order to provide better services. better and/or get a bigger profit

The step and processes of entrepreneurship are:

1. Starting, that is the step where someone who intends to do business prepares everything needed.
2. Implementation, in this step, an entrepreneur manages various aspects related to his business such as financing, human resources, ownership, organization, leadership which includes how to take risks and make decisions, marketing, and evaluating.
3. Maintain, the entrepreneur based on the results that have been achieved conducts an analysis of the progress achieved to be followed up in accordance with the conditions faced.
4. Develop a business, the step where if the results obtained are classified as positive or experiencing development and can survive, then business expansion is one of the options that may be taken.

Partner Profile

Family Welfare Empowerment, abbreviated as PKK, is a community organization that empowers women to participate in the development of Indonesia (Central PKK Rakerlub, 2000). The PKK group Rt.004/02, Depok Jaya Village, Pancoran Mas District, Depok City - West Java is still active in carrying out PKK activities in their environment. Have a PKK chairman as a driving force for PKK activities and actively carrying out joint activities such as community gatherings, community service, independence day activities, religious activities, and others both within the RT and RW, and always pays attention and strives to participate in activities or programs carried out by Depok Village Jaya even at Depok City level.

As members of the PKK group who are also residents of the neighborhood of Rt.004/02, they pay a monthly fee which is used to carry out activities in their environment. The resident's monthly fee are given at the time of gathering activities with residents, one of which is the social gathering activity. This activity was held in order to establish friendship and communication between residents and especially members of the PKK group. In arisan activities, the chairman of the PKKI will convey and inform matters and problems that need to be known and to be agreed or resolved together.

A part of the monthly fee is set aside for cooperative funds in the amount of Rp. 500,- from 1986. Starting in 2010, the cooperative's fund was increased to Rp. 1000,-. The cooperative funds that have been collected have not been fully utilized by the management for its members. So far, these funds have been used for loan needs in the form of money to members. The repayment of the loan is not subject to an increase / loan service that is determined by the amount, but the return may be exaggerated sincerely.

However, it is felt that this does not develop the existing funds and has not been felt by all members because, only some members use it for borrowing money. Therefore, the management and members have agreed to carry out new activities or programs so that the funds can be more useful for all members.

Problem Identification

From the explanation described above, it can be identified the problems faced by the PKK group Rt.04/02 Depok Jaya when utilizing the cooperative funds that have been collected since 1986 as follows:

1. Lack of knowledge and understanding of the community/ PKK groups regarding community empowerment and entrepreneurship;
2. Entrepreneurship activities have not yet been established in the context of utilizing existing funds.

The members of PKK are not aware of the government's program on community empowerment that has been carried out and mobilized by the government. Where with this empowerment activity will produce community independent business activities, namely entrepreneurship. In addition, the understanding of entrepreneurship activities is not clearly known by the group members so that the management and members of the organization have not carried out entrepreneurship activities to be able to take advantage of existing funds.

Solutions

Based on the identified problems, the solution that we can propose to the PKK group Rt.04/02 is to conduct: outreach activities on knowledge about community empowerment and entrepreneurship activities. Then, participants will be invited to discuss in order to solve the problems that exist in the group and generate ideas for what entrepreneurial activities are more specific or in accordance with the environmental conditions of the group.

The entrepreneurial activity that our team will propose to run is a basic food business, namely providing basic necessities for PKK members. We propose this form of business because it is in accordance with the conditions of partners and their environment. Partners are mothers who are of course very close to basic needs which are basic daily needs. Sembako is also a necessity that is continuously needed by family members. In addition, basic necessities are a necessity for all members, not just some members, such as the use of funds that are currently still running, which is intended only for loan purposes for those in need. Of course, and based on the reality that is happening in the group and the current partner environment that not all members need loans and of course it is different if the funds are used to meet basic needs which are really needed by all members for daily needs. Another reason is that the environmental conditions

of partners who are neighborhood groups are very close and often interact and communicate. Another thing is that the partner environment is close to producers or shops that sell basic necessities

Sembako are nine basic ingredients consisting of various food and beverage ingredients that are needed by the Indonesian people in general. Without basic necessities, the life of the Indonesian people can be disrupted because basic necessities are the main daily needs that must be sold freely in the market. Below is a list of names of members of basic food staples in accordance with the Decree of the Minister of Industry and Trade no. 115/mpp/kep/2/1998 dated February 27, 1998, which include: Rice and Sago, Corn, Vegetables and Fruits, Meat (Beef and Chicken), Milk Sugar, Salt Containing Iodine/Iodine, Cooking Oil and Margarine, Kerosene or LPG

2. METHOD

The method of implementing service activities to overcome partner problems is:

Counseling

Lack of knowledge and understanding of the PKK group about community empowerment and entrepreneurship, the team will conduct outreach activities. According to Subejo (2010), counseling is a process of changing behavior among the community so that they know, are willing and able to make changes in order to achieve increased production, income or profits and improve their welfare. The counseling material is about community empowerment and entrepreneurship.

Participation

In order to support the success of this service activity, a participatory approach was carried out to environmental administrators and PKK groups in RT 04.02 Depok Jaya. The participatory method is the level of involvement of members in making decisions, including in planning, but basically participation means participating. Raising participation is based on a common understanding and this understanding is because people communicate with each other and interact with each other. In mobilizing the participation of all parties, it is necessary to: (1) create a free or democratic atmosphere, and (2) foster togetherness.

The participatory approach taken in this service activity is to actively and family contact the local RT management, namely the Head of the RT and the management and PKK members in RT.04/02 Depok Jaya who will be participants in this service activity. Meanwhile, participatory participation is by participating in the implementation of this service activity, namely, participating in planning activities and attending meetings. Participation of participants to be active in discussions that will provide ideas about the types of entrepreneurial activities they will do in order to solve problems that exist in the local PKK organization. Participatory with a

willingness to conduct self-evaluation to be able to assess the level of knowledge of participants on the understanding of community empowerment and entrepreneurship. The evaluation was carried out in addition to closed questions but also open questions to support the effectiveness of the activities, namely the proposed types of entrepreneurial activities to be carried out by this group. These open questions became the subject of discussion with the participants in the hope that ideas and proposals would emerge for the type of entrepreneurship run by PKK members.

Outreach activities regarding community empowerment and entrepreneurship activities are carried out to increase the knowledge and understanding of partners. Entrepreneurship activities have not been carried out to utilize existing funds, which are strongly influenced by knowledge, in addition to several studies showing that there has been a change in knowledge and attitudes after the intervention, namely counseling (Udu and Wiradirani, 2014).

3. RESULTS AND DISCUSSION

The results of the counseling on community empowerment and entrepreneurship to PKK RT 004/02 members received quite a good response from the participants. This can be seen from the increase in participants' knowledge and understanding as shown in Table 1 below. Based on the pre-test and post-test in table 1, some participants showed an increase in understanding. In counseling activities, members can increase their knowledge by an average of 31.25 percent according to the statement of the form of closed questions submitted.

Most of the respondents' profiles consist of mothers, with education levels varying from SMP, SMEA (PGTK)/SMA, D3 (cooperative economics), and S1/Bachelor (Geography and Economics) and aged over 47 years. For data on respondents' occupations, there is one who is already running an entrepreneur, namely making and selling potato chips, cheese sticks, and other types of snacks as well as side dishes or dishes with Minang/SumBar flavors. One respondent is a retired bank employee, two retired teachers (kindergarten and senior high school)

Table 1. Tabulation of the results of pre-test and post-test activities

No	Indicator	Pre Test (%)	Post Test (%)	Kenaikan (%)
1	Knowing about Community Empowerment	25	62,5	37,5
2	Knowing about Community Empowerment Aspects	25	62,5	37,5
3	Knowing the importance of community empowerment through economic activities	25	62,5	37,5
4	Knowing about entrepreneurship	50	87,5	37,5

5	Have a business idea to run	12,5	37,5	25
6	Have funds/business capital	12,5	37,5	25
7	Already have consumers/customers of their products	12,5	37,5	25
8	Already have a product sales/marketing concept	12,5	37,5	25
Average			31.25	

From the table, statements about entrepreneurship get the highest initial test scores, which is 50% or half of the participants stated that they already know about entrepreneurship. This is understandable because there are some highly educated participants (D3 and S1) who have received knowledge about entrepreneurship and there are participants who are already entrepreneurship. But they do not understand about other aspects to form entrepreneurial activities such as initial ideas, capital, customers, and marketing. This can be seen from the very small presentation for this matter, namely 12.5 percent for statement no. 5-8. As for the statement about empowerment material (no. 1-3), most of the participants did not know it in the initial test but during the final test, participants could understand it or increase their knowledge which can be seen from the increase in the value of the difference between the final test and the initial test, which is 37,5%

For the discussion session after the extension, participants were given the opportunity to ask questions and provide feedback on the delivery of the extension material. Several questions were asked and the most common question related to entrepreneurship was about capital because, according to the participants, the capital that this group had was not yet large. However, from the cooperative funds owned by this group, we suggest that you start a basic food business first, where the capital turnover can be faster because basic necessities are the basic and daily needs of residents/households. Thus, it is hoped that the existing capital can increase and can be used to add other types of products provided for group members. Another question from the discussion session was regarding financial records, which we responded to to make simple financial records first by recording the expenses and income of existing funds. And for a more detailed discussion about financial records, it can be continued in our next service program when the PKK group's entrepreneurship activities have started/started.

In order for entrepreneurial activities with this basic food business to be realized, it has been agreed by the participants to hold a meeting again on another day. The next meeting will be carried out according to the schedule for the residents' meeting as usual, namely during social gathering. The next meeting was held to further finalize the plan for the establishment of the business and what types of basic necessities could be provided. In the formation of a business, a structure is needed in this case management in order to facilitate work coordination and a clear workflow is needed so that this business can run smoothly.

The next meeting will be held on June 7, 2021, one month later from the previous meeting, April 7, 2021, because in May is Ramadan fasting. The second meeting discussed plans to finalize the establishment of the business, such as management, workflow, business mechanisms (capital, profit margins, orders, payments), and what types of basic necessities can be provided. The second meeting was still enthusiastically held because apart from being attended by residents, it could also be attended by the head of the RT and former head of the RT who was also the elder of the local RT. In the formation of the management, the business leadership is still entrusted to the head of the PKK, the holder of funds and finance is Mrs. Husni, the purchase of goods/groceries is Mrs. Sri Wahyuni, the supply of basic necessities by Mrs. Sulastri. Places of provision are in two places, namely at the head of the house (front complex of RT 04/02) and Mrs. Sulastri's house (back complex).

As the initial capital collected from the residents' cooperative funds of + 5 million rupiah, the basic necessities that can be provided for starting a business are rice, cooking oil, chicken eggs, soy sauce, sugar, flour, margarine. The profit margin is set at Rp. 2,000,- – Rp. 5.000,- per item of goods. The mechanism for purchasing and paying for goods by members, namely purchases made at each place where goods are available, must be recorded because the payment is only made in the following month or the beginning of the month. So the advantages and differences between this business and the existing food stalls/shops are in terms of the payments that can be made later (beginning of the following month), namely during regular community meetings such as social gathering which is usually held at the beginning of every month, namely on the seventh. Orders for the purchase of basic necessities can be made through the existing Whatsapp Group (wag) residents. The collection of ordered goods must be brought directly by residents accompanied by an order note as proof of taking and purchasing goods.

CONCLUSIONS AND SUGGESTIONS

Outreach activities regarding community empowerment and community self-employment, namely entrepreneurship, have been carried out effectively. This is based on an increase in the knowledge and understanding of the participants which can be seen from the test results before and after the activity, which is 31.25 percent. Another thing that can be seen from the effectiveness of this activity is that by increasing participants' knowledge and understanding of the counseling material provided, it can produce solutions to existing problems, namely those resulting from discussion sessions with participants.

The resulting solution is the establishment of a basic food business for residents or PKK members in the neighborhood of RT 04/02 Depok Jaya. The difference between this basic food business and other food stalls/shops is in the grace period for payment which can be made at the beginning of

the following month. This system can alleviate the financial problems of residents so that the basic needs of citizens can still be met. This is also in accordance with the wishes of the management and members of the PKK group to be able to take advantage of the cooperative funds that have been collected for a long time from member contributions so that all group members / residents can feel the benefits. The formation of this business is in accordance with the stages in entrepreneurship at the starting stage, namely the stage where someone who intends to do business prepares everything needed.

Suggestions that can be given from the results of the activities obtained from the discussion session are that they can be continued with other service activities in this group, namely about financial management and business financial records if these business activities are already running. In addition, based on the results of the discussion session, it is hoped that it can be continued with community service activities on how to get business capital to be able to run/start an independent community business. The implementation of the next service activity can also be done to see how this effort is implemented, maintained and developed by this PKK group. This is in accordance with the stages in entrepreneurship activities that have been conveyed previously.

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